

# Yahoo! and Online Advertising of Prescription Drugs

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11.12.2009



# Why is Yahoo! here?

Our vision is to be the center of people's lives online, and we are.

- 158M unique users visited Yahoo! in the US representing over 80 percent of the total US Internet audience. (Total audience is 196 M)\*
- In the US, people spend more time on Yahoo! than any other site; 11.7% of all online time spent is spent on Yahoo!, nearly 4 1/2 hours/month.\*
- Yahoo! Health is a key site where Internet users go to find health information (over 8 million unique visitors per month, nearly 400,000 daily visitors on average, spending 22 million total minutes on 22 million pages viewed).\*
- We are a leader in sponsored search and display advertising for pharmaceuticals and an innovator in the space.
- Yahoo! is an intermediary providing social media tools to millions of users.

\* August and Sept comScore data



# Internet users get health information online

- The number of patients researching prescription drugs online has doubled since 2005 to 102 million, according to Manhattan Research data.
- 91 million Americans per month use the internet to access health information at over 1,700 dedicated health sites. 78% of Conditions Sufferers who are online visit a health-related site to learn more about their condition as do 56% of Caregivers, according to Comscore Custom Research.
- 61% of all Americans looked for health information online in 2008, and over 53% of online health seekers indicate the information they discovered online led them to ask a doctor new questions or get a second opinion, according to the Pew Internet and American Life Project.



# Types of Prescription Drug Ads on the Internet Today



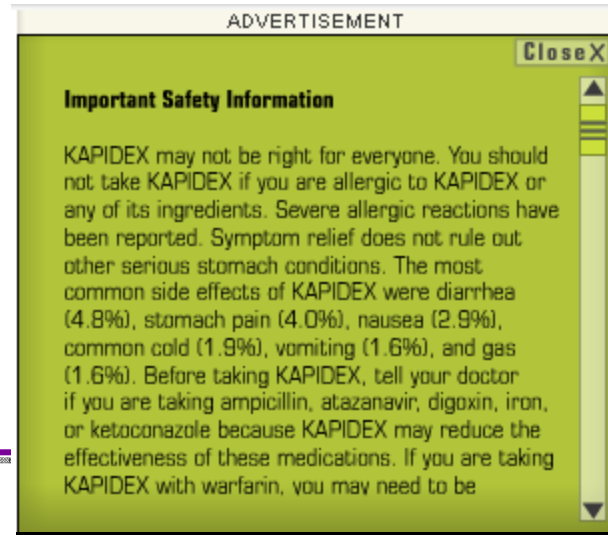
# Display Ads

The screenshot shows the Yahoo! Health website interface. At the top, there's a navigation bar with links like 'Hi, Leslie', 'Sign Out', 'Help', and 'Make Y! My Homepage'. Below this is the 'YAHOO! HEALTH' logo and a search bar. The main content area is divided into several sections: 'Healthy No-Cook Recipes' featuring a man holding smoothies, a list of health topics like 'Treating Your GERD' and 'Green Tea and Breast Cancer', a 'HEALTHY EXPERT advice' section with two experts (Lucy Danziger and Lillie Shockney), and a 'FEATURED VIDEOS' section with a video about 'Sleep Apnea: True Life Story Part 1'. A large advertisement for 'KAPIDEX dextansoprazole' is highlighted with a purple border and a purple arrow pointing to it. The ad includes the text 'Two releases. One pill.' and a link to 'Important Safety Information'.

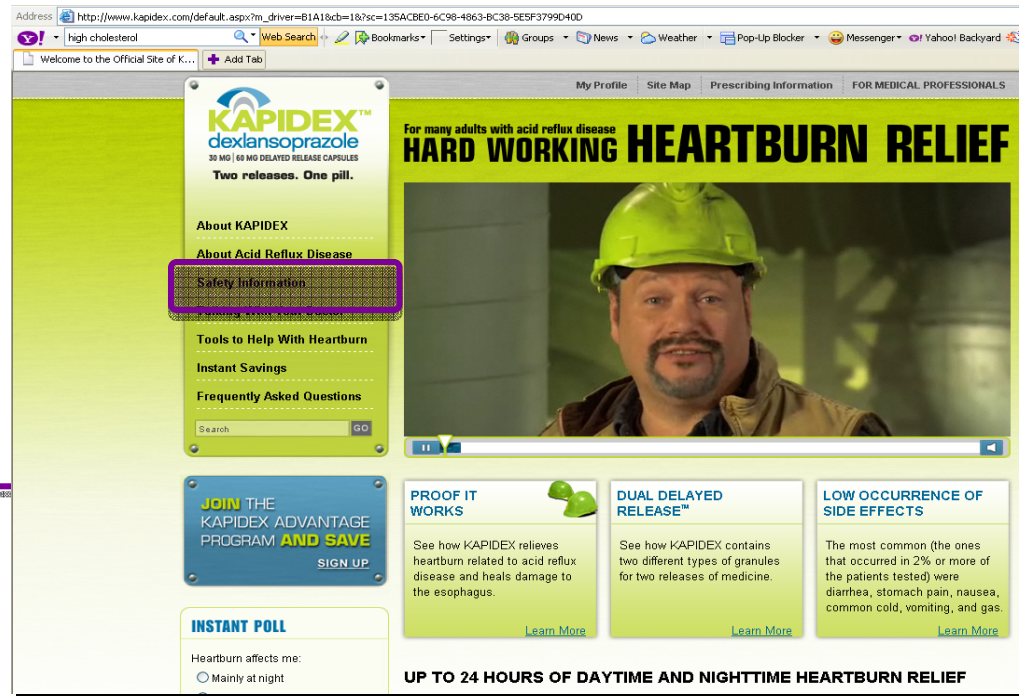
- Graphical Ads are meant to catch user attention and usually involve branding
- Advertiser pays based on the number of users served the ad
- Limited size, but ability to include links and scrolling ISI information in various iterations



## Animated



## Static





# Search Advertising – The Basics

The image shows a screenshot of a Yahoo! search results page for the query "high cholesterol". The browser is Microsoft Internet Explorer. The page displays various search results, including sponsored links and organic results. Annotations in purple boxes highlight different components of the search interface:

- User generates a query or search term:** Points to the search bar at the top of the page.
- Shortcuts:** Points to the left sidebar containing links to various services like WebMD, eMedicineHealth, and Answers.com.
- Algorithmic Results:** Points to the main search results area, which includes organic search results and sponsored links.
- Sponsored Search Results:** Points to the top of the search results area, specifically highlighting the sponsored links.

The search results include:

- About High Cholesterol:** Get the Facts on Cholesterol & a Prescription Treatment Option. [HighCholesterolRxTreatment.com](#)
- Cholesterol Level Index:** Learn What Your Ideal HDL/LDL Level Is & What Your Levels Are Now. [cholesterol-treatment.com](#)
- Good Cholesterol (HDL-C):** Read About Types of Cholesterol and How to Help Lower LDL Cholesterol. [GetCholesterolInfo.com](#)
- Lower High Cholesterol:** Learn About Cholesterol Basics And Prescription Treatment. [www.differentway.com](#)
- Cholesterol Information - Health Results:** Articles, Community, Other Resources.
- High Cholesterol Information, Causes, Symptoms, and Treatment...** Provides patient resources concerning high cholesterol, its causes, symptoms, and treatment. [www.emedicinehealth.com/high\\_cholesterol/article\\_em.htm - 52K - Cached](#)
- Cholesterol Management Center - WebMD:** High cholesterol affects 42 million Americans, and 63 million more have ... Medications for High Cholesterol. Fatty Fish: ... Genetics and High Cholesterol ... [www.webmd.com/cholesterol-management/default.htm - 107K - Cached](#)
- High Cholesterol: Types, Symptoms, Causes, Diagnosis, and...** What is high cholesterol? Cholesterol is a type of fat ... Medications for High Cholesterol. Fatty Fish: Tasty Source of Omega-3 ... [webmd.com/.../to/high-cholesterol/overview - 144K - Cached](#)
- High Cholesterol - How To Lower High Cholesterol:** Do you have high cholesterol or are wanting to prevent high cholesterol? ... [dangerous high LDL or "bad" cholesterol levels ... Canvaana High Cholesterol](#)
- Diets for High Cholesterol:** Info on Cholesterol Causes, Treatments, Foods & Diets. [LowerMyCholesterol.com](#)
- Cheerios® & Cholesterol:** Find How The Yellow Box Helps Lower Your Cholesterol At Cheerios.com. [www.Cheerios.com](#) District of Columbia
- Cholesterol-Free Diet:** Silk Heart Health - Shown to Lower Cholesterol in Just 4 Weeks. [SilkSoymilk.com](#)
- High Cholesterol?** High Cholesterol? - Info | Diets | Management | More. [Nibbledish.com/high-cholesterol](#)
- High Cholesterol Diets:** Find High Cholesterol Diets and Compare prices at Smarter.com. [www.smarter.com](#)
- Diet for High Cholesterol:** Tips on High Cholesterol Diets. Enter the world of Diets Info. [DietNation.com](#)
- Honey Nut Cheerios®:** Check Cheerios.com To Find How To Help Lower Your Cholesterol Today! [www.HoneyNutCheerios.com](#) District of Columbia



# Search Advertising – Unique Characteristics

The screenshot shows a Yahoo! search results page for the query 'high cholesterol'. The browser address bar displays the URL: <http://search.yahoo.com/search?ei=utf-8&fr=slv8-tyc7&p=high%20cholesterol&type=>. The search bar contains 'high cholesterol' and the 'Search' button is visible. The page shows 80,300,000 results for 'high cholesterol'. On the left sidebar, there are links to 'WebMD', 'eMedicineHealth', 'MedicineNet', 'Answers.com', and 'Wikipedia'. The main content area displays several sponsored advertisements. Two of these ads are highlighted with red boxes. The first ad, titled 'About High Cholesterol', is from 'High Cholesterol Rx Treatment.com' and includes a link to 'Cholesterol Level Index'. The second ad, titled 'Diets for High Cholesterol', is from 'LowerMyCholesterol.com' and includes a link to 'Cholesterol Free Diet'. Below the ads, there are links to 'Cholesterol Information - Health Results', 'Articles', 'Community', and 'Other Resources'.

- Technically limited to 145 Characters (Title 40, Description 70, URL35)
- Invitation for user to view the ad by clicking
- The ad is triggered only when consumer clicks – only then is advertiser charged
- After FDA's April letters, advertising significantly dropped, returning without indication and brand, which lowered effectiveness and reduced transparency to users





# Important Safety Information on the landing page

Address [http://www.vytorin.com/ezetimibe\\_simvastatin/vytorin/consumer/you\\_your\\_doctor/know\\_your\\_goal.jsp?WT.mc\\_id=Y03GT&WT.srch=1&tcode=Y03GT&WT.svl=2&WT.srch=1&WT.mc\\_id=Y03GT](http://www.vytorin.com/ezetimibe_simvastatin/vytorin/consumer/you_your_doctor/know_your_goal.jsp?WT.mc_id=Y03GT&WT.srch=1&tcode=Y03GT&WT.svl=2&WT.srch=1&WT.mc_id=Y03GT)

Y! high cholesterol Web Search Bookmarks Settings Groups News Weather Pop-Up Blocker Messenger Yahoo! Backyard

LDL (bad) cholesterol Goal: Know... Add Tab

**Important Risk Information About VYTORIN** Patient Product Information | Prescribing Information | For Health Care Professionals

**VYTORIN** treats the *2 sources* of cholesterol

Find out from your doctor what your cholesterol numbers mean so you can work together to manage your cholesterol.

Ask your doctor if adding a cholesterol medicine like VYTORIN, to a healthy diet and exercise, can help you reach your LDL (bad) cholesterol goal.

VYTORIN contains two cholesterol medicines, Zetia (ezetimibe) and Zocor (simvastatin), in a single tablet. **VYTORIN has not been shown to reduce heart attacks or strokes more than Zocor alone.**

**Cholesterol Goal Tracker**—use this tool to track your numbers and stay motivated.

**Important Risk Information About VYTORIN**

VYTORIN is a prescription tablet and isn't right for everyone, including women who are pregnant or may become pregnant, and anyone with liver problems.

Unexplained muscle pain or weakness could be a sign of a rare but serious side effect and should be reported to your doctor right away. VYTORIN may interact with other medicines or certain foods, increasing your risk of getting this serious side effect. So, tell your doctor about any other medications you are taking.


Your doctor may do simple blood tests before and during treatment with VYTORIN to check for liver problems. Side effects included headache, muscle pain, and diarrhea.

You are encouraged to report negative side effects of prescription drugs to the FDA. Visit [www.fda.gov/medwatch](http://www.fda.gov/medwatch), or call 1-800-FDA-1088.

Please read the Patient Product Information and discuss it with your doctor. Also available is the physician Prescribing Information.

[Have 1/2 Source of Cholesterol? Know VYTORIN | You & Your Doctor](#)  
[Cholesterol Basics](#)

[Site Map](#) | [For Health Care Professionals](#) | [Privacy Policy](#) | [Terms & Conditions](#)  
[Patient Product Information](#) | [Prescribing Information](#) | [Patient Assistance Program](#)  
[Compliance Program](#)

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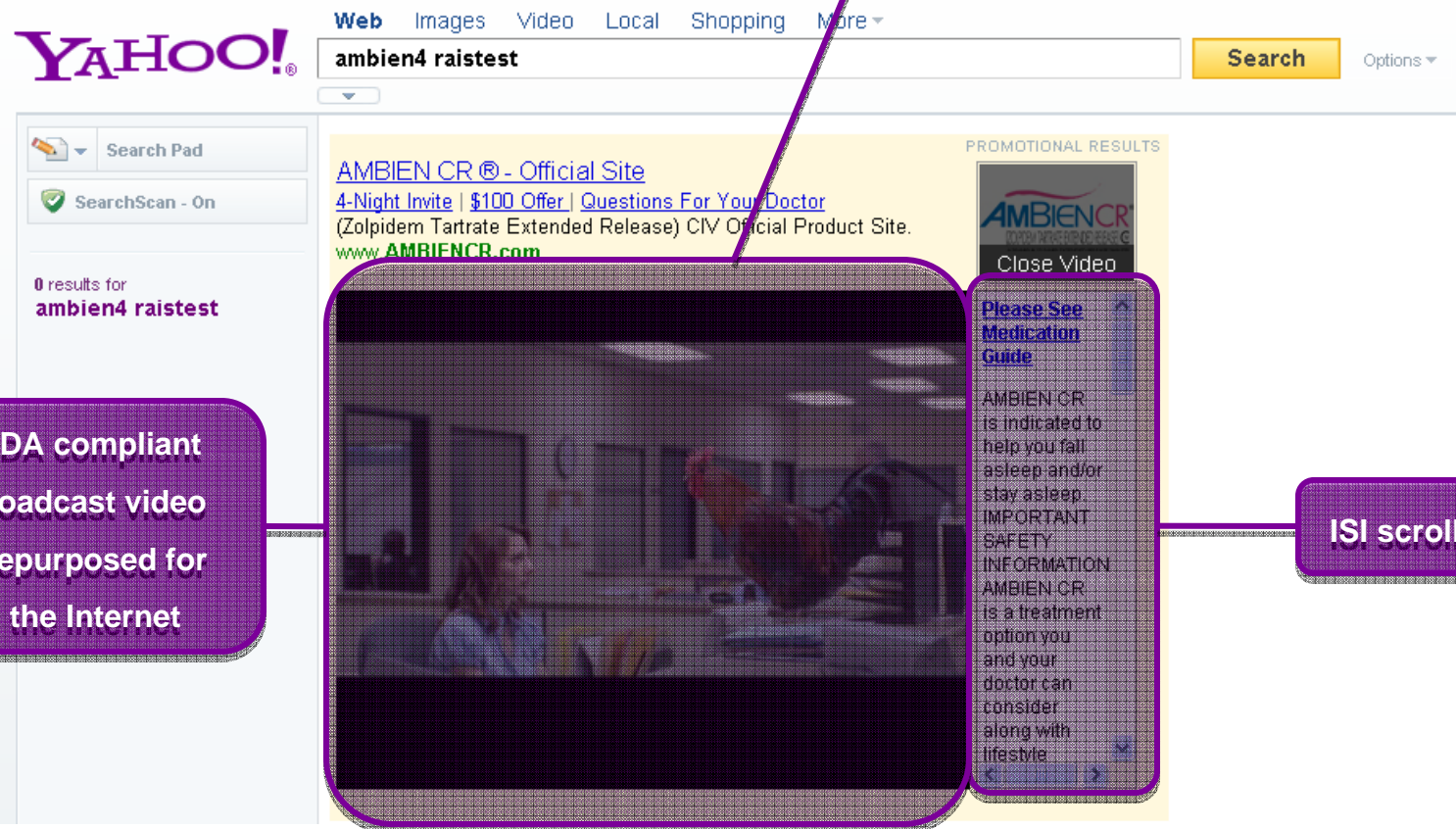
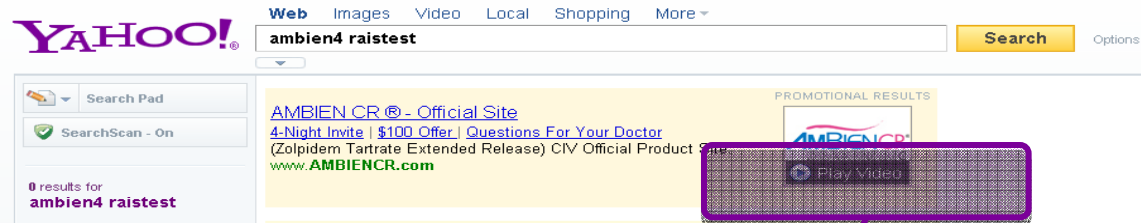
# Custom Search Ads – Rich Ads in Search

The screenshot shows the Yahoo! search interface. The search bar contains 'pfizer' and the search button is labeled 'Search'. Below the search bar, there are navigation links: Web, Images, Video, Local, Shopping, and More. On the left side, there is a 'Search Pad' section with a 'SearchScan - On' indicator and a result count of '60,200,000 results for pfizer:'. Below this, there are suggestions: '... animal health' and '... viagra'. The main search results area shows 'Also try: pfizer pharmaceuticals, pfizer inc, More...'. The first result is a rich ad for 'Pfizer Official Site'. The ad has a purple background with a grid pattern and features the Pfizer logo. It includes links to 'About Pfizer', 'Corporate Responsibility', 'Investors', and 'News', and a headline 'Pfizer & Wyeth Are Now One: Working Together for a Healthier World.' with the URL 'www.Pfizer.com'. Below the ad, there is a snippet for 'Pfizer (NYSE: PFE)' with the description 'Research-based global health care company.' and the URL 'www.pfizer.com - Cached'. On the right side, there is a sidebar with a link to 'Purchase Pfizer Online Pfizer Viagr: Licensed Doctors & Prescription.' with the URL 'www.KwikMed.com' and another link to 'Pfizer Breaking News Fx'.

- Custom design allows more flexibility, including graphical branding
- Links can be used to take user directly to Important Safety Information
- Advertiser does not pay unless a user clicks on the ad
- Can also include video instead of graphic
- Only used for Brand Terms, not conditions



# Video Solutions – User Controlled



# Recommendations

## Ad Rules should be commensurate with the medium

- Generic Sponsored Search – allow advertisers to have full information on the landing page that a user sees after clicking on the ad
- Rich Ads in Search – Advertisers can highlight a safety warning or ISI link as fair balance
- Display Ads – Issue guidance permitting ISI information in the graphics of the ad and/or prominent direct links to full information
- Video Ads – Allow ads satisfying existing broadcast requirements to be aired without alongside ISI warnings, but allow shorter video spots to run alongside ISI warnings.

## Social Media

- Advertisers should not be responsible for user generated content on third party venues unless paying the user generating the content.
- Intermediaries, such as Yahoo!, providing technologies used to create user generated content should not be held responsible for that content in line with existing legal frameworks. The FDA should confirm this.

